

ORDER



Orders
Order / Rev: 692961
Alt Order #: 06199041
Product Desc: MN UNITED 4 ALL FAM
Estimate: .
Flight Dates: 10/15/12 - 10/21/12
Original Date / Rev: 10/17/12 / 10/17/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Media Strategies
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Minnesota United for All Families
Demographic: A35+
Product Codes: IS-Issue/Ballot
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	63	\$67,750.00	\$57,587.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	63	\$67,750.00	\$57,587.50	0.00
Totals	63	\$67,750.00	\$57,587.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	23%	\$67,750.00
Market	100%	\$294,565.22

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	18%	\$53,021.74
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$2,945.65
KSTP	0%	\$0.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	14%	\$41,239.13
WCCO	42%	\$123,717.39
WFTC	2%	\$5,891.30

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/17/12	10/17/12	M-F 5-6a KARE First Edition M	CM	5-6a	--W----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	--W----		1			\$250.00			0.00			
2	KARE	10/15/12	10/19/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		5			\$800.00			0.00			
3	KARE	10/15/12	10/19/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		5			\$800.00			0.00			
4	KARE	10/20/12	10/20/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1			\$700.00			0.00			
5	KARE	10/16/12	10/19/12	M-F 9-10a TODAY	CM	9-10a	-T-TF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-T-TF--		3			\$250.00			0.00			
6	KARE	10/15/12	10/15/12	M-F 1-2p Rachel Ray	CM	1P-2P	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1			\$175.00			0.00			
7	KARE	10/17/12	10/19/12	M-F 2-3p The Doctors	CM	2P-3P	--W-F--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	--W-F--		2			\$250.00			0.00			
8	KARE	10/15/12	10/18/12	M-F 3-4p DR OZ	CM	3-4p	MT-T---	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	MT-T---		3			\$450.00			0.00			
N 9	KARE	10/15/12	10/19/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		5			\$700.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KARE	10/15/12-10/21/12	M-F 430-5p Credited		430-5P	MTWThF----	:30		(\$700.00)		0.00	NM		
	2	KARE	10/15/12-10/21/12	M-F 430-5p Credited		430-5P	MTWThF----	:30		(\$700.00)		0.00	NM		
	3	KARE	10/15/12-10/21/12	M-F 430-5p Credited		430-5P	MTWThF----	:30		(\$700.00)		0.00	NM		
	4	KARE	10/15/12-10/21/12	M-F 430-5p Credited		430-5P	MTWThF----	:30		(\$700.00)		0.00	NM		
	5	KARE	10/15/12-10/21/12	M-F 430-5p Credited		430-5P	MTWThF----	:30		(\$700.00)		0.00	NM		
10	KARE	10/15/12	10/19/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		5			\$400.00			0.00			
11	KARE	10/15/12	10/19/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		5			\$1,500.00			0.00			
12	KARE	10/15/12	10/19/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MT-TF--	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	MT-TF--		4			\$1,500.00			0.00			

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12	KARE	10/15/12	10/19/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MT--TF--	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
13	KARE	10/20/12	10/20/12	Notre Dame Football Sa 5-530p	CM	Various (5:00 PM-5:30 PM)	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$850.00		0.00			
14	KARE	10/20/12	10/20/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$850.00		0.00			
15	KARE	10/21/12	10/21/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$900.00		0.00			
16	KARE	10/15/12	10/19/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	MTWTF--	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		5				\$1,400.00		0.00			
17	KARE	10/20/12	10/20/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$375.00		0.00			
18	KARE	10/15/12	10/15/12	Mon Prime Other The Voice	CM	7-9p (6:58 PM-9:00 PM)	M-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$6,000.00		0.00			
19	KARE	10/16/12	10/16/12	Tue Prime C Parenthood	CM	9-10p	-T-----	:30	1	\$3,750.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-T-----		1				\$3,750.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KARE	10/15/12-10/21/12	Tue Prime C		9-10p	-T-----	:30		(\$3,750.00)		0.00	NM		
	Credited														
20	KARE	10/17/12	10/17/12	Wed Prime B LAW ORD: SVU	CM	8-9p (8:00 PM-9:00 PM)	--W----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--W----		1				\$2,000.00		0.00			
21	KARE	10/19/12	10/19/12	Fri Prime A WHITNEY/COMMUNITY	CM	7-8p (6:58 PM-8:00 PM)	----F--	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		1				\$1,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KARE	10/15/12-10/21/12	Fri Prime A		7-8p	(6:58 PM-8:00 PM)	----F--	:30	\$1,400.00		0.00	NM		
22	KARE	10/20/12	10/20/12	Sat Prime C LAW ORD: SVU	CM	9-10p (9:00 PM-10:00 PM)	-----S-	:30	1	\$1,250.00	P-2	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$1,250.00		0.00			
23	KARE	10/15/12	10/18/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-WT---	:30	3	\$2,400.00	P-2	0.00	NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-WT---		3				\$2,400.00		0.00			
24	KARE	10/21/12	10/21/12	Post NFL Late News Post NFL Late News	CM	1030p-1105p	-----S	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$2,300.00		0.00			
25	KARE	10/15/12	10/19/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-WF--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-WF--		3				\$650.00		0.00			

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25	KARE	10/15/12	10/19/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-W-F--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
26	KARE	10/16/12	10/18/12	Late Night Late Night NBC	CM	1135pm-1235xm	-T-T---	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-T-T---		2				\$300.00		0.00			
27	KARE	10/21/12	10/21/12	MN Bound MN Bound	CM	1035-1105P	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$600.00		0.00			
28	KARE	10/16/12	10/16/12	Prime Political Program Prime Political Program	CM	Prime Political Pro- (8:00 PM-10:00 PM)	-T-----	:30	1	\$3,750.00	P-2	0.00	NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-T-----		1				\$3,750.00		0.00			
N29	KARE	10/18/12	10/19/12	M-F 430-5p Jeopardy	CM	430-5P	---11--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---11--		2				\$1,500.00		0.00			
N30	KARE	10/18/12	10/19/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	---11--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---11--		2				\$250.00		0.00			
Totals														63	\$67,750.00